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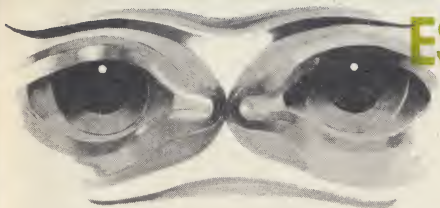
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Dear Friend:

Visions of a mindless society abound in the world of science fiction. But will it always be fictional if mindless diversions prevail? Mental growth does rely on constant prodding and leisure offerings rarely challenge our thoughts at all.

But, while most diversions act like lullabies to the brain, Esquire acts more like reveille. It's one of the few magazines with arms open to controversy and minds open to diverse and sometimes contentious opinions.

Of course we're not going to claim that Esquire will make an intellectual giant out of a grade school drop-out. Or that every college graduate will sound like a Fulbright Fellow. All we can promise is a non-pedantic way to further expand the convolutions of your brain. And we give you an opportunity to sign up for all this at these most unchallenging prices:

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But there's more to this offer than just a saving. There's the opportunity to subscribe to the one publication that Norman Mailer called, "the best popular magazine in America for any writer who takes himself seriously, has something unusual, fierce, or critical to say."

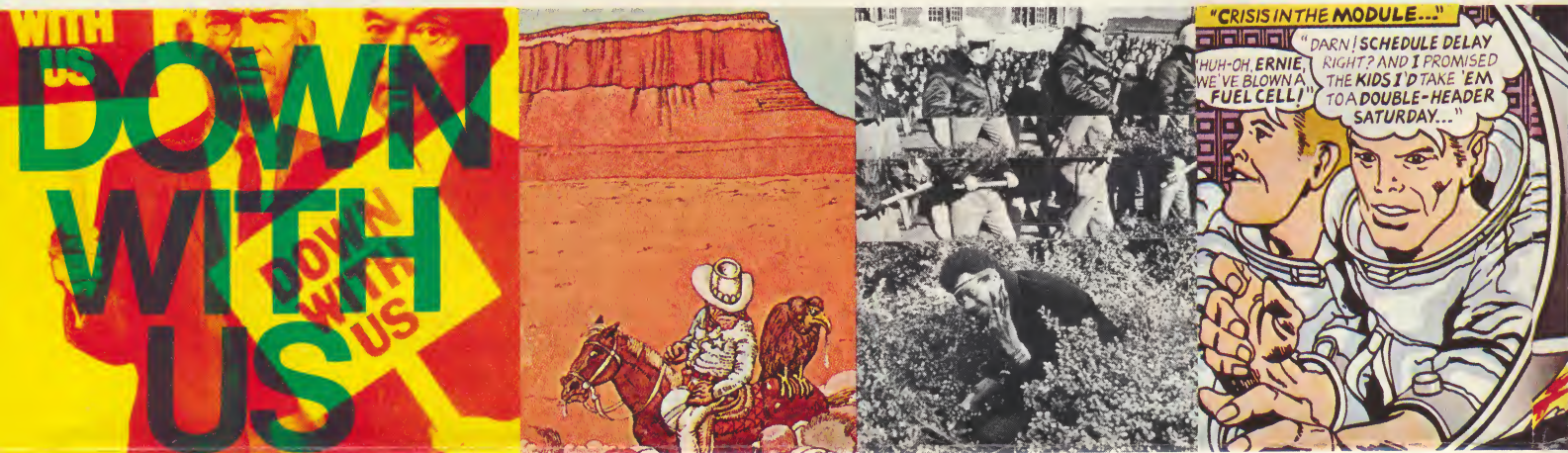
The fact is that, at Esquire, the only holds we ever bar are the ones people try to put on our editors' brains. And it's this very free editorial climate which breeds opinions that leap, thrust and parry with yours. **But a look inside will tell you more . . .**

There's Malcolm Muggeridge's explanation for the fall of the western world:

“ Previous civilizations have been overthrown from without by the incursion of barbarian hordes; ours has dreamed up its own overthrow in the minds of its own intellectual elite. ”

Or Esquire contributing editor Garry Wills's view of the *real* story behind Richard Nixon's "enthusiastic" reception at Tennessee U.:

“ Like all slick con games, it looked simple, but wasn't. The first trick, no mean one, was to get Billy Graham onto a campus, Crusade and all; then to have the Crusade invite Nixon, and pretend he was invited by the campus; then keep the campus from the Crusade, while claiming that Nixon's reception by the Crusade was really acclaim from the campus. ”



Or the appraisal of Texas by Gary Cartwright, a Texan, in his article entitled *The Tin Star State*:

“ Manipulation of the law is nothing new to Texas — special-interest groups such as the oil, gas and utilities industries have practiced it for years. And the public has accepted it as though it were some kind of I.O.U. . . . It's the First Commandment of Texas — 'Thou shalt not interfere with thy neighbor's God-given right to turn a fast buck at the general expense, lest the same right be someday denied even to thee.' ”

Or John Walsh's assessment of the American astronaut:

“

The composite picture you form of the astronaut is sort of the superman next door. He's not likely to be very poetic, is overwhelmingly W.A.S.P., may have marital-mortality difficulties, or, if he is single, probably lacks the necessary time, money and mobility to take advantage of the magnetism and fame he enjoys.

”

Or our recent Women's Lib article entitled "The Feminine Mistake," written by Helen Lawrenson:

“

It's a phony issue and a phony movement. These belligerent feminists tend to go off the beam.

”



And possibly the most controversial magazine article of this or any year was Esquire's feature entitled *THE CONFESSIONS OF LIEUTENANT CALLEY*. Published in two installments, with the first appearing five months before the guilty verdict came in, this exclusive interview with the convicted mass-murderer included such eye-opening statements as:

“

I love women. I love children, too. But people say, 'Why did you kill them? Why did you go to Vietnam? Why didn't you go to jail instead?' Well damn! If I knew it would turn out this way, I would have.

”

But controversy is not the only way that Esquire storms the bastion of the sleeping brain. There's the challenge of fiction from literary luminaries like:

PHILIP ROTH — his "Letting Go" and "Portnoy's Complaint" were previewed in Esquire and his current book-in-progress was recently sampled by our readers.

JOYCE CAROL OATES — winner of the National Book Award and frequent Esquire contributor.

Plus

Bernard Malamud, Isaac Bashevis Singer, Bruce Jay Friedman, John Updike, Gore Vidal and more.

Of course everyone needs a few moments to devote to his less-serious self. So Esquire presents regular columns on wining, dining, fashion, sports, travel, books, music and films. But even these are not devoid of controversy — our recent article on Willis Reed (his first "off the court" interview) did feature this provocative statement:

"I get letters saying I'm a Tom playing a white man's game. I couldn't be a King or a Robinson. There's too much violence in me and not enough patience."

The chances are that you've read this far because you're seeking an alternative to the world's mindless diversions. You probably recognize the value of Esquire's sharp wits and its words so often dripping with vitriol. You can guess that you won't agree with everything you read (our contributors seldom agree with each other), but you know you'll relish the excitement of new ideas and you'll thrive on a diet of far-ranging opinions.

And all this is available at a surprisingly low cost to you.

So treat yourself to the challenge of Esquire — the magazine that's published more Nobel and Pulitzer Prize winners, received more editorial accolades and more pointed swords than any other.

Cordially,



J.L. Marshall
for Esquire

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